



## NORTHWEST POWER NORTHWEST VALUES

**Job Title & Series:**  
Public Affairs Specialist (Media Specialist) GS-1035

**Job Announcement Number:**  
9770-12-DE

**Grade & Salary Range:**  
GS-13: \$86,260 - \$112,136

**Opens:** 02/07/2012  
**Closes:** 02/28/2012  
(Applications must be received by 11:59 p.m. Pacific Time)

*Full performance level: GS-13.*

**Anticipated number of positions to be filled:** More than one position may be filled

**Location:** Portland, OR

**Federal transfer relocation is not available for this position.**

**Type of Position:** This is a Permanent position with a full-time work schedule.

**Benefits:** BPA offers a comprehensive benefits package. <http://www.jobs.bpa.gov/Benefits/>

### Eligibility

All United States citizens are eligible to apply.

*NOTE: You must submit separate and complete application packages for each vacancy for which you would like to be considered. This includes current or former federal employees eligible for transfer or reinstatement, veterans eligible for appointment under the Veterans' Employment Opportunities Act or other veterans' programs, and others eligible under special hiring authorities may apply under external announcements and internal Merit Promotion procedures: 9771-12.*

### About BPA

The Bonneville Power Administration has been powering people and careers for nearly 75 years. We are a non-profit federal agency that provides clean, emissions-free electricity to the Pacific Northwest and maintains a high voltage transmission system to deliver that electricity. We are a leader in sustainability and environmental stewardship, promoting energy efficiency, renewable energy, the smart grid, fish and wildlife protection and initiatives to address climate change. We are a visionary and innovative agency that values diversity and creativity and encourages continuous learning. We are located throughout the Pacific Northwest with opportunities in cities, smaller communities and rural areas. You can learn more about BPA at [www.bpa.gov](http://www.bpa.gov).

### Job Summary & Major Duties

Under the direction of the manager of the BPA media team, the incumbent is part of the team responsible for independently planning, directing, and communicating complex information through regional and national media to the public.

The incumbent is the agency media communications expert responsible for independently planning, directing, and communicating complex information through regional and national media to the public. The incumbent is specifically responsible for representing Bonneville Power Administration's (BPA) position and policies to the press and general public in the areas of ratemaking, economic analysis, and engineering.

- Researching, writing, editing, and communicating financial information concerning BPA's fiscal affairs for such and audiences as the financial press on Wall Street, bond sellers and buyers, regional business news pages and magazines, and Congressional staffs;
- Establishing and maintaining effective working relationships with members of the news media. This includes maintaining lines of communication with reports for top national and regional business news media and wire services;
- Working to achieve accurate, balanced reporting by the media of BPA strategies, policies, and programs; and
- Providing technical assistance, consultation, and direction to field offices in initiating and maintaining direct contacts with media.

The ideal candidate is a high-energy, collaborative, outgoing media relations professional with a strong commitment to public service and a proven record of planning and executing media relation plans and strategies. This person should demonstrate credibility and creativity in establishing and maintaining media relations contacts and a history of clearly and accurately representing an organization's strategies, policies and programs to the media. This candidate would also have experience translating complex and controversial issues in many forms in person, in writing and in online forums. The candidate should be used to handling multiple subjects, balancing competing priorities and working under tight deadlines.

This position resides in Public Affairs (DK), Policy Communications (DKP), Media Relations (DKPM) organization and reports directly to the manager of the BPA media team. The Public Relations staff develops and implements press strategies on agency issues and programs including key messages and release plans. The staff coaches executives, managers and staff on interacting with the media, fields and coordinates responses to press inquiries, produces, and distributes press releases, advisories, op-eds, etc. Also, the staff plans and coordinates press conferences and provides clipping service.

Policy Communications (DKP) promotes timely and accurate education and information to BPA stakeholders about BPA issues and goals by maintaining relationships with the media and through written vehicles produced for a variety of audiences.

Public Affairs (DK) is responsible for developing a comprehensive public affairs strategy and managing the centralized support of the agency implementation of that strategy. This includes direction and support for national, regional, and tribal relations, media and internal and external communications. This function is responsible for fostering support, knowledge, and awareness of BPA's activities, achievements, and value to the Pacific Northwest. Public Affairs is also responsible for ensuring that programs are in place to secure appropriate public input into BPA's decision-making processes.

## Qualifications

### SPECIALIZED EXPERIENCE

#### GS-13:

- Experience coordinating and delivering communications for an organization involved in controversial programs and issues and, at times, with public opposition present;
- Experience consulting with executive level officials to present information to members of the media and other groups and to completely and accurately responding to probing and challenging inquiries, including interpreting organizational policies and information collected from executives to accurately conduct conversations and communicate via written correspondence with media and other important constituencies;
- Experience working with and advising executives and senior-level staff to devise strategies to communicate an organization's strategies, policies, business objectives, and proposed actions to and media outlets, community groups and other important stakeholders; and
- Experience in collecting and interpreting complex and controversial information from agency executives and other staff to write or produce communication materials using a variety of formats, including print, broadcast, and digital content to convey detailed information about an organization's programs and activities. (*Examples of communication materials may include published and broadcast content, blog posts or podcasts, RSS feeds, etc.*)

In order to be rated as meeting the minimum qualifications, we must be able to determine from your application package (includes resume, cover letter and or other supporting material) that you have a minimum of **one year** of the specialized experience requirement described above. *Applicants who have qualifying experience performed on less than a full-time basis must specify the percentage and length of time spent in performance of such duties.*

### KNOWLEDGE, SKILLS, AND ABILITIES

Your application materials will be reviewed against the knowledge, skills and abilities (KSAs) listed below to determine your category rating: Best Qualified, Highly Qualified, or Qualified. Within these categories, applicants eligible for veteran's preference will receive selection priority.

Please describe your experience and thoroughly address the statements below within your resume, cover letter, and/or other supporting material you choose to submit. Work product examples will not be reviewed unless specifically requested. **Clearly articulating your work experience to determine the application of this knowledge, these skills or abilities through performance is critical to determining your qualifications for this position.** For more information on how to provide supporting information for KSAs, please visit [http://jobs.bpa.gov/How\\_To\\_Apply/ksa.cfm](http://jobs.bpa.gov/How_To_Apply/ksa.cfm).

1. **Ability to communicate complex or controversial energy and natural resources information to members of the news media and other interested parties for a large organization.** Your application materials should:
  - Demonstrate your experience verbally communicating complex or controversial information to members of the news media or other interested parties on behalf of a large organization, including utilities, telecommunications, local or state government, federal agencies, etc.;
  - Describe your role speaking on behalf or as a spokesperson for such an organization;

- Provide examples of complex or controversial situations in which you were involved in bringing about accurate media coverage; and
  - Provide examples of situations/issues where public opposition was present and describe the level of opposition present.
2. **Ability to effectively communicate energy, electrical utility or other organization's strategic policies and programs to employees and external audiences.** Your application materials should demonstrate and describe experience:
    - Communicating strategic business objectives, strategic thrusts, targets and/or other internal policies; and
    - Writing/reporting on topics such as fish & wildlife, energy conservation, power marketing, energy development and distribution, or other utility-related policies and issues.
  3. **Skill in journalism or other written communication to develop and tailor the content, tone and style of written material about energy, environment or business issues for diverse as well as distinct audiences that may include the public, news media, school audiences, elected officials, utility industry, advocacy groups and electricity consumers.** Your application materials should describe:
    - Experience writing or producing communication materials using a variety of multimedia platforms;
    - The purpose of the communication, i.e., providing information, attracting interest, promoting or defending an organization's programs/activities;
    - The audiences or organizations the communication materials targeted; and
    - The industry or type of organization the work was performed for.
  4. **Ability to work effectively and independently under the pressure of deadlines, frequent interruptions and changes in priorities; and to maintain progress on several functions simultaneously.** Your application materials should:
    - Describe your experience working under the pressure of competing priorities and timelines, frequent changes in priorities with tight deadlines while maintaining multiple work functions simultaneously; and
    - Describe the variety of subject matter areas and/or internal business lines that projects involved, including internal and external contacts to coordinate these projects and project timelines.
  5. **Skill in digital communications including video production, engaging in dialogue on websites and blogs and/or using social media tools to engage audiences and communicate on behalf of a large organization.** Your application materials should:
    - Describe experience with digital media production, including capturing and editing video and audio content; and
    - Describe experience with online engagement, including use of social media and engaging in online discussion to raise the profile and advance the goals of a large organization.

## SECURITY & SUITABILITY

The sensitivity level of this position is designated as 'Low Risk – Nonsensitive', which requires that the selectee pass a National Agency Check with Inquiries (NACI) personnel investigation and receive a favorable suitability determination. For more information please visit: [http://jobs.bpa.gov/How\\_To\\_Apply/faqs.cfm#18](http://jobs.bpa.gov/How_To_Apply/faqs.cfm#18)

## Application Package Checklist

- ☐ Resume, cover letter, and/or other supporting material you choose to submit that fully describe your education and experience. Application must contain sufficient information to determine eligibility for the position.
- Applications must include the following information:**
- Job Announcement number, title, and grade
  - Full legal name, mailing address, contact telephone number and email address
  - **Country of citizenship** (SSN or other ID is not requested at this time)
  - High school attended which includes name of high school and location.
  - Employment history including unpaid positions with job title, grade (if Federal), duties and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), salary, and hours worked per week. Explain any gaps in employment.
  - Indication if we may contact your current supervisor.
  - List of other job-related training, skills, certificates and licenses, recognition, professional memberships, publications, leadership activities, or other relevant information.
- ☐ VETERANS: To be considered for veteran's preference, a copy of your DD-214 (Member 4) is required. 10-point veterans must also provide a copy of their SF-15 and associated documentation.
  - ☐ All applicants are encouraged to complete the Ethnicity and Race Identification attached.
  - ☐ **Samples of work are not required; however if submitted, please limit to 5 pages.**

## How to Submit Your Application

Applications may be emailed, faxed or mailed. Due to security requirements, we only accept hand-delivered application from individuals who currently have badge access to the building.

- **Email to:** [jobs@bpa.gov](mailto:jobs@bpa.gov) with the Job Announcement Number in the subject line and on any attachments.
- **Fax to:** 503-230-3149
- **Send via US Mail to:** Bonneville Power Administration, ATTN: Human Capital Management, NHQ-1, PO Box 3621, Portland, OR 97208-3621.

You will be notified via email to confirm receipt of your application package. *Applicants should retain a copy of their application as BPA does not return applications or provide copies.* For more information on the hiring process, please refer to: [http://jobs.bpa.gov/How\\_To\\_Apply/whathappens.cfm](http://jobs.bpa.gov/How_To_Apply/whathappens.cfm).

## Additional Information

**Veterans Information:** <http://www.usajobs.gov/vi>

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### **Career Transition Assistance Program/Interagency Career Transition Assistance Program**

**(CTAP/ICTAP):** Federal employees seeking CTAP/ICTAP eligibility must submit proof that they meet the requirements of 5 CFR 330.605 (a) for CTAP and 5 CFR 330.704 for ICTAP. This includes a copy of the agency notice, a copy of their most recent Performance Rating and a copy of their most recent SF-50 noting current position, grade level, and duty location. **Please annotate your application to reflect that you are applying as a CTAP or ICTAP eligible.** For additional information please refer to <http://www.opm.gov/ctap/>

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**EEO Policy Statement:** <http://www.usajobs.gov/eeo>

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**Reasonable Accommodation Policy Statement:** <http://www.usajobs.gov/raps>

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**Legal and Regulatory Guidance:** <http://www.usajobs.gov/lrg>

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**Forms Availability:** All application materials may be obtained by calling 503-230-3230, or 1-877-975-4272 or visiting: <http://www.jobs.bpa.gov> .

## **Applicant Source Form**

The Bonneville Power Administration's Human Capital Management office has an ongoing process improvement objective associated with recruitment and outreach strategies. In order for us to assess the effectiveness of our current advertising and Recruitment efforts, please identify how you learned about this job by marking the appropriate box below:

Vacancy Announcement Number	Position Title, Series, Grade
<input type="text"/>	<input type="text"/>

☐ **BPA Website**

☐ **USAJOBS Website**

☐ **Job Board** (CareerBuilder, Craigslist, Employment Dept, etc.)

**(please specify):** \_\_\_\_\_

☐ **Industry Website or Event** (National Institute of Government Purchasers, GreenDrinks, etc.)

**(please specify):** \_\_\_\_\_

☐ **Social Media Website** (Facebook, LinkedIn, etc.)

**(please specify):** \_\_\_\_\_

☐ **Career Fair** (campus events, community event)

**(please specify):** \_\_\_\_\_

☐ **BPA employee**

☐ **Other (please specify):** \_\_\_\_\_

U.S. Office of Personnel Management Guide to Personnel Data Standards	<b>ETHNICITY AND RACE IDENTIFICATION</b> (Please read the Privacy Act Statement and instructions before completing form.)	
Name (Last, First, Middle Initial) <div style="background-color: #cccccc; width: 50px; height: 15px;"></div>		
Agency Use Only		
<b>Privacy Act Statement</b>  Ethnicity and race information is requested under the authority of 42 U.S.C. Section 2000e-16 and in compliance with the Office of Management and Budget's 1997 Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Providing this information is voluntary and has no impact on your employment status, but in the instance of missing information, your employing agency will attempt to identify your race and ethnicity by visual observation.  This information is used as necessary to plan for equal employment opportunity throughout the Federal government. It is also used by the U. S. Office of Personnel Management or employing agency maintaining the records to locate individuals for personnel research or survey response and in the production of summary descriptive statistics and analytical studies in support of the function for which the records are collected and maintained, or for related workforce studies.		
<b>Specific Instructions:</b> The two questions below are designed to identify your ethnicity and race. <b>Regardless of your answer to question 1, go to question 2.</b>		
<b>Question 1. Are You Hispanic or Latino?</b> (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.) <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Question 2.</b> Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box. Check as many as apply.		
<b>RACIAL CATEGORY</b> (Check as many as apply)	<b>DEFINITION OF CATEGORY</b>	
<input type="checkbox"/> American Indian or Alaska Native	A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.	
<input type="checkbox"/> Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.	
<input type="checkbox"/> Black or African American	A person having origins in any of the black racial groups of Africa.	
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.	
<input type="checkbox"/> White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.	

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